

**MANSFIELD DOWNTOWN PARTNERSHIP  
MEMBERSHIP DEVELOPMENT COMMITTEE MEETING  
Mansfield Town Hall, Conference Room B  
September 23, 2013  
4:15 PM**

**MINUTES**

Present: George Jones (Chair), John Armstrong, Dennis Heffley, Shamim Patwa

Staff: Cynthia van Zelm

**1. Call to Order**

George Jones called the meeting to order at 4:20 pm.

**2. Approval of Minutes from August 27, 2013**

Dennis Heffley made a motion to approve the Minutes of August 27, 2013. Shamim Patwa seconded the motion. John Armstrong abstained. The motion was approved.

**3. Update on Storrs Center**

Cynthia van Zelm updated the Committee on the town square, the proposed Educational Playcare day care, the status of the Planning and Zoning Commission's review of adding a hotel as a use to Storrs Center, and the estimated opening of the UConn Co-op, Ballard Institute & Museum of Puppetry, and Haru Aki restaurant in mid-November.

**4. Revised Calendar**

The Committee reviewed the revised meeting calendar through the end of the year which moves the meetings to the third Monday at 4:15 pm.

**5. Committee Recruitment Letter**

Mr. Jones reiterated his opinion that the key mission of the Committee is to retain and recruit members.

One of our goals should be to help recruit members on other committees.

He shared his draft letter to Partnership members to recruit them to serve on committees.

The Committee agreed that a letter will be sent to current members to ask them about serving on a committee that has openings. Mr. Armstrong suggested adding a link to the Partnership website with committee charges.

**6. Membership Renewal Brochure – January 2014**

The Committee brainstormed ideas for the new membership brochure. Mr. Jones suggested a picture of Storrs Center that shows the vibrancy of the downtown including lots of people.

The Committee agreed that one accompanying letter should be sent to people who are being asked to renew and new members.

Ms. van Zelm will check with the Town on whether an electronic payment system could be used which would encourage payment of membership dues.

Mr. Armstrong will check what UConn does to set up a system where postage is not required by the person who sends back dues to encourage them to pay their dues.

Mr. Jones asked committee members to review the draft changes to the membership letter and brochure and bring back comments to the next meeting. Committee members suggested there be less words in the letter and more pictures.

Ms. Patwa said the EO Smith High School has a Panther discount card for a defined amount of time. She will check with EO Smith on how this works. Perhaps it is a model for something that could be used for Partnership members. Mr. Jones thought this could be a one shot deal for new members as an introductory benefit.

Ms. Patwa reiterated that an event for members who are patrons would be a good idea.

Mr. Jones and Ms. Patwa will ask for advice on the brochure from Robin Cutler who is a marketing professor at UConn. Ms. van Zelm can also run it by Tysen Kendig who is a Vice President for Communications at UConn. What is the best selling point for membership?

## **7. Adjourn**

Ms. Patwa made a motion to adjourn. Mr. Heffley seconded the motion. The motion was approved and the meeting adjourned at 5:37 pm.

*Minutes taken by Cynthia van Zelm.*